

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

1. (original) An electronic pricing system, comprising price label system server adapted to communicate with a price controlling application (PCA) server communicating price label information to price labels (PLs), characterized in that the system is designed to generate control signals for updating price information related to at least two separate sales items that are both/all logically linked to an individual price label in the system, said price label being designed to receive the control signals and to display the price information for each item separately.

2. (original) The electronic pricing system of claim 1, wherein a price label is defined through price label type, price label layout script and price label model, characterized in that the system generates and transmits frame data comprising multiple item data related to items that are logically linked to an individual price label in the system and based on the price label layout script, price label model and price label type, the price label being designed to receive the data frame and separate the item data for displaying price information associated with the separate items.

3. (currently amended) The electronic pricing system of claim 1 [[or 2]], characterized in that the system generates frame data containing updating data related to each item linked to the price label, the price label simultaneously

updating the price/prices of all items linked to the subject price label.

4. (currently amended) The electronic pricing system of ~~claims 1-3~~ claim 1, characterized in that price label ID determines the number of item specific data fields included in the data frame, and multiple item specific data being assembled with data overhead and simultaneously transmitted to the price label.

5. (original) An electronic price label, in an electronic pricing system comprising price label system server adapted to communicate with a price controlling application (PCA) server communicating price label information to price labels (PLs) in the system, characterized by being logically linked to at least two separate sales items, and adapted to display price information related to each item separately.

6. (original) The electronic price label of claim 5, wherein the price label is defined through price label type, price label layout script and price label model, characterized by being adapted to receive frame data comprising multiple item data related to items that are logically linked to the price label in the system and based on the price label layout script, price label model and price label type, the price label being designed to separate the item data for displaying price information associated with the separate items.

7. (currently amended) The price label of ~~claims 5-6~~ claim 5, characterized by separate displays for each item linked to the price label, said separate displays being supplied from common physical components included in the price label.

8. (currently amended) The price label of claim 5~~[[6]]~~, characterized by a common display for all items linked to the price label, and said price label layout script controlling the display for separating price information related to each item linked to the price label.

9. (currently amended) The price label of ~~claims 5-8~~ claim 5, wherein the display is a dot matrix display, preferably an LCD display.

10. (currently amended) The price label of ~~claims 5-8~~ claim 5, wherein the display is a segment mapped display, preferably an LCD display.

11. (currently amended) The price label of ~~claims 5-10~~ claim 5, wherein each item linked to the price label is associated with an item identification code that is stored in the price label and sent to a hand held device upon request.

12. (currently amended) The application of an electronic pricing system and a price label according to ~~any previous~~ claim 1 for displaying price information on shelf edges.

13. (currently amended) The application of an electronic pricing system and a price label according to ~~any previous claim~~ claim 1 for displaying price information related to fruit and vegetable products.

14. (currently amended) The application of an electronic pricing system and a price label according to ~~any of claims 1-12~~ claim 1 for displaying price information on menu signs.

15. (original) A method for controlling price information displayed by an electronic pricing system which supports price labels that are capable of displaying price information associated with at least two separate items linked to the price label, comprising the steps of:

- transferring price information and item identification data from a price control application (PCA) server to a price label system server;
- identify all price labels linked to the item;
- for each identified price label: calculate frame data using all items linked to that price label, and
- transmit the data frame to the price label.

16. (original) The method of claim 15, comprising the steps of:

- transferring price information and item identification data from a price control application (PCA) server to a price label system server;
- identify all price labels linked to the item;
- for each identified price label: calculate frame data using all items linked to that price label;
- get the price label model, and determine which layout script to be used based on the item presentation form (IPF) from the model;
- execute the layout script and generate a data frame to be transmitted to the price label;
- get communication settings associated with the price label, and
- transmit the data frame to the price label using the specified communication parameters.

17. (currently amended) Computer program product directly loadable into the internal memory of a processing unit in a price label system server, comprising the software code

portions for performing the steps performed by the price label server or by the method according to ~~any of claims 1-16~~ claim 1, when said product is run on a price label system server.

18. (currently amended) Computer program product stored on a computer usable medium, comprising a readable program for causing a processing unit in a price label system server, to control an execution of the steps performed by the price label server or by the method according to ~~any of claims 1-16~~ claim 1.